

EC'd Yes Last Received: 10/22/2012 2:58 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () MUNDY KATOWITZ MEDIA INC Rep Firm
Advertiser () PRIORITIES USA ACTI 1322 G. STREET SE Sales Office () PHILADELPHIA
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson () ANJIE BRADY
Estimate# 1566 Agency C/P1/P2/E 321/340/1566
Buyer CASEY BESSETTE Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

VER 5 ISSUE REVISE LENGTH/RATE IN LNS 1-2,5,7,9,13-15,18,23,
25,27,32-33,AND 36-37
CXL LNS 3-4,6,8,10-12,16,19,22,26,28,31,34-35 AND 38
TOTAL REMAINS 36,250
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	5A-6A	EARLY AM NEWS	:60	\$1,400.00	10/23-10/23	1	1	1	\$1,400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*2	TH	5A-6A	EARLY AM NEWS	:60	\$1,400.00	10/25-10/25	1	1	1	\$1,400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/26-10/26	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Rep Order#	Ver#	Status	Revised	Traffic Order#	Printed:	10/22/2012 5:40 PM	3 of 6
6844884	5	Status	Revised				

Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 5:40 PM

3 of 6

EC'd Yes

Last Received: 10/22/2012 2:58 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Rep Firm
Sales Office () PHILADELPHIA

Product	PRIORITIES USA
Estimate#	1566

WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566

Flight Dates 10/23/2012 - 10/29/2012

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

Fax#

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*12	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	10/25-10/25	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*13	F	10A-11A	TODAY SHOW 3	:60	\$800.00	10/26-10/26	1	1	1	\$800.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*14	M	10A-11A	TODAY SHOW 3	:60	\$800.00	10/29-10/29	1	1	1	\$800.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*15	TU	11A-12P	HAMPTON ROADS SHOW	:60	\$400.00	10/23-10/23	1	1	1	\$400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*16	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*18	W	12P-1P	NOON NEWS	:60	\$600.00	10/24-10/24	1	1	1	\$600.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*19	F	12P-1P	NOON NEWS	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Rep Order#	6844884	Ver#	5	Status	Revised	Traffic Order#	10/22/2012 5:40 PM	4 of 6
------------	---------	------	---	--------	---------	----------------	--------------------	--------

Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 5:40 PM

4 of 6

EC'd Yes

Last Received: 10/22/2012 2:58 PM

Last Received: 10/22/2012 2:58
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Rep Firm
Sales Office () PHILADELPHIA

Product	PRIORITIES USA
Estimate#	1566

WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566

Salesperson () ANJIE BRADY

Buyer CASEY BESSETTE

Flight Dates 10/23/2012 - 10/29/2012

Salesperson Phone# 215-567-6005

Phone#

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*22	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	10/25-10/25	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*23	M	4P-5P	ANDERSON COOPER	:60	\$900.00	10/29-10/29	1	1	1	\$900.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*25	W	530P-6P	530PM NEWS	:60	\$3,000.00	10/24-10/24	1	1	1	\$3,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*26	F	530P-6P	530PM NEWS	:30	\$1,500.00	10/26-10/26	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*27	TH	6P-630P	6PM NEWS	:60	\$3,600.00	10/25-10/25	1	1	1	\$3,600.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*28	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*31	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Last Received: 10/22/2012 2:58 PM
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1566
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*32	TH	11P-1135P	LATE NEWS	:60	\$4,000.00	10/25-10/25	1	1	1	\$4,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*33	W	1135P-1235A	THE TONIGHT SHOW	:60	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*34	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*35	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*36	F	1235A-135A	JIMMY FALLON	:60	\$300.00	10/26-10/26	1	1	1	\$300.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*37	W	430A-459A	EARLY TODAY	:60	\$400.00	10/24-10/24	1	1	1	\$400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

EC'd Yes Last Received: 10/22/2012 2:58 PM
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () MUNDY KATOWITZ MEDIA INC Rep Firm
Advertiser () PRIORITIES USA ACTI 1322 G. STREET SE Sales Office () PHILADELPHIA
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson () ANJIE BRADY
Estimate# 1566 Agency C/P1/P2/E 321/340/1566
Buyer CASEY BESSETTE Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*38	TU	430A-459A	EARLY TODAY	:30	\$200.00	10/23-10/23	0	0	0	\$0.00	
Buyline Comment: CXL PER AGY/CLIENT REQUEST												
Sales Remark: V5 CXL PER AGY/CLIENT REQUEST												
V5 More than 2 codes changed												

---REPORT TOTALS---
Report Totals: 16 / \$27,600.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$34,350.00 Nov 12: 3 / \$1,900.00
Sales Totals: 28 / \$36,250.00
Station Totals: 28 / \$36,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE